AMENDMENTS TO THE CLAIMS

I claim:

1.   [Currently Amended] A method of displaying competitive product performance data, comprising ~~the steps of~~:

providing a plurality of animated graphic files;

associating a plurality of the animated graphic files with numeric ranges;

determining a first product value representing a first product's performance;

determining a second product value representing a second product's performance;

solving for a contest value between the first product value and the second product value;

selecting an animated ~~contest~~ graphic file ~~by relationship to~~ associated with the numeric range which includes the contest value; and,

~~providing a display means for~~ displaying the selected animated contest.

2.   [Cancelled]

3.   [Currently Amended] The method of displaying competitive product performance data in accordance with claim 1, wherein ~~the step of providing a display means for~~ displaying the selected animated contest[[,]] further comprises:

providing access to the selected animated contest file on a web page for ~~initiation~~ viewing by Internet users.

4.   [Currently Amended] The method of displaying competitive product performance data in accordance with claim 1, wherein ~~the step of providing a display means for~~ displaying the animated contest further comprises:

displaying the selected animated contest on a web page for viewing by Internet users.

5.   [Currently Amended] The method displaying competitive product performance data in accordance with claim 1, wherein ~~the step of~~ solving for a contest value between the first product value to the second product value further comprises dividing the first product value by the second product value.

6.   [Currently Amended] The method of displaying competitive product performance data in accordance with claim 1, wherein ~~the step of~~ determining a first product value representing a first product's performance result further comprises determining a statistical representation of the first product's performance for a plurality of measurements of the first product's performance.

7.   [Previously Presented] The method of displaying competitive product performance data in accordance with claim 1, wherein the first product value and the second product value are statistical representations of multiple test results of the first product and the second product.

8.   [Currently Amended] The method of displaying competitive product performance data in accordance with claim 1, wherein ~~the steps of~~ determining a first product value and second product value further comprises:
a) observing at least one qualitative test result; and,
b) quantifying the results on a numerical scale.

9.   [Previously Presented] The method of displaying competitive product performance data in accordance with claim 1, further comprising:
providing a scaled database of animated graphic files which portray increasingly close contests when the contest value represents an increasingly close first product value and second product value.

10.   [Currently Amended] The method of displaying competitive product performance data in accordance with claim 1, further comprising ~~the steps of~~:
graphically identifying an animated representative of the first product; and
graphically identifying an animated representative of the second product.

11.   [Currently Amended] A method of displaying competitive product performance data, comprising ~~the steps of~~:
determining a first product value representing a first product's performance;
determining a second product value representing a second product's performance;

associating the first product value to <u>determine</u> a first animated character performance;

associating the second product value to <u>determine</u> a second animated character performance; and,

displaying an animated contest between the first animated character and the second animated character.

12. [Currently Amended] A method of displaying competitive product performance data, comprising ~~the steps of~~:

determining a first product value representing a first product's performance;

determining a second product value representing a second product's performance;

associating the first product value to a performance variable of a first animated character;

associating the second product value to a performance variable of a second animated character; and,

displaying [[an]] <u>a computer-generated</u> animated contest between the first animated character and the second animated character.

13. [Currently Amended] A method of displaying competitive product performance data, comprising ~~the steps of~~:

<u>providing a plurality of animated graphic files;</u>

<u>associating a plurality of the animated graphic files with numeric ranges;</u>

determining a first product value representing a first product's performance on a test;

determining a second product value representing a second product's performance on the test;

adding the first product value to a database of other product values of other product performances on the test;

adding the second product value to the database of other product values of other product performances on the test;

determining a statistical numerical representation of the database;

solving for a first ~~contest~~ <u>product base</u> value between the first product value and the statistical numerical representation; ~~and,~~

solving for a second ~~contest~~ <u>product base</u> value between the second product value and [[a]] <u>the</u> statistical numerical representation; ~~and,~~

~~associating the first contest value to a performance variable of a first animated character;~~

~~associating the second contest value to a performance variable of a second animated character; and,~~

resolving for a mathematical contest value between the first product base value and the second product base value;

selecting the animated graphic file associated with the numeric range which includes the contest value; and,

displaying [[an]] the selected animated graphic file. ~~animated contest between the first animated character and the second animated character.~~

14.   [New] A method of displaying competitive product performance data, comprising:

providing a plurality of animated graphic files;

associating a plurality of the animated graphic files with numeric ranges;

determining a first product value representing a first product's performance on a test;

determining a baseline product value statistically representing of a plurality of other product performances on the same test;

solving for a contest value between the first product value and the baseline product value;

selecting the animated graphic file associated with the numeric range which includes the contest value; and,

displaying the selected animated graphic file.